# Chapter 3
# Competitive Strategies in Retailing in Emerging Economies:
## Evidence from Turkey

**Faruk Anıl Konuk**
*Sakarya University, Turkey*

## ABSTRACT

*Fierce competition in the retailing sector requires companies to differentiate themselves from competitors. To gain competitive advantage, retailers have started to implement new marketing strategies. The objective of this chapter is to present new competitive strategies in retailing. With this aim, the concepts and strategies of experiential retailing, green retailing, fair trade, customer loyalty program, pop-up store, self-service technologies, expiration date-based pricing, Quick Response Code (QR code) has been discussed along with national and international examples of each kind of strategy. In addition, advantages of each strategy are also covered. At the end of this chapter, some managerial implications and suggestions were discussed based on these new retailing strategies.*

## INTRODUCTION

Gaining competitive advantage is crucial for companies to have high customer reten-
tion rates and increase market share. In this context, retailers have started to imple-
ment new strategies to differentiate themselves and achieve competitive advantage.
Experiential retailing is one of the most visible strategies from the customers' side.
For example, companies such as; Starbucks, Apple with Apple stores and Tchibo are
successfully providing positive experiences to their customers. Retailers also invest
on green marketing applications to draw attention of green consumers in order to
increase their green image. The green retailing refers to thinking of environment
when implementing retail investments in retail business. Another strategy of fair trade
has been much exploited by many companies to attract social conscious consumers
in recent years under the social marketing strategy. In retail stores, consumers are
attracted towards products such as fair trade coffees, bananas, fruit juices. Many
companies also invest on customer loyalty programs to retain their customers in
the competitive marketplace. With providing some gifts and discounts, customers
are urged to purchase from their current retailers. In terms of pricing, expiration
dated-based pricing as a new strategy is also used by some grocery retailers as a
discount strategy to attract specifically price conscious consumers.

In addition, new innovative and creative forms of retail formats have emerged
in the market place. For instant, some retailers have opened their pop-up stores as a
part of new communication and distribution strategy. Pop-up stores are temporary
format of a retailer which is usually situated in mostly visible places in the cities
with small buildings to attract consumers' attention with innovative and creative
design. Due to the technological developments, many retailers also benefit from
self-service technologies such as retail checkouts, mobile banking, online reserva-
tion and payments to increase satisfaction and deliver high service quality. And also,
using Quick Response Code (QR code), companies conveniently deliver informa-
tion about their products and services via mobile devices. This chapter explains
and discusses aforementioned competitive strategies of retailing sector. The various
strategies are discussed along with their advantages and national and international
examples of each strategy. At the end of this chapter, conclusion and managerial
implications are presented.

## NEW COMPETITIVE STRATEGIES IN RETAILING

## Experiential Retailing

Brands are appearing to become similar with the ease of access to the technology.
To achieve competitive advantage, providing unique brand experience to consumers

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